

# U.S. Army Recruiting Command

## Key Messages

- Recruiting success continues in FY 10, but the Army and the nation still face challenges as we recruit for the All Volunteer Force.
  - We are recruiting during a period of persistent conflict.
  - We have seen increased youth propensity to enlist; however, parents have concerns about risk.
  - Historically, an increase in unemployment has resulted in an increase in Army enlistments.
  - Fewer than 3 of 10 17-24 year old youth are fully qualified.
  - One in five youth fail to graduate high school
  - Increased obesity rates among our nation's youth – one in five youth 12-19 years old currently overweight, compared to 1 in 20 in the 1960s. Projected to grow to 1 in 4 by 2015.
  - Public support to Soldiers remains strong. However, need more Americans to: Step forward and serve.
  - Support a youth's decision to join the Army.
  - Not just an Army challenge – A challenge for the nation . . . How can you help?
- Fiscal Year 2010 Missions:** Active Army 74,500; Army Reserve 17,000 (reduced from 20,000 in Apr FY10)
- April 2010 Mission Accomplishments:** We recruited (accessed) 6,287 Soldiers for the active Army against a monthly goal of 6,056 (103.8%) and 1,273 Soldiers for the Army Reserve against a goal of 1,260 (101%).
- Fiscal Year 2010 Accomplishments:** As of 23 April 2010, we have recruited (accessed) 42,416 Soldiers for the active Army against a year to date goal of 41,346 (102.6%) and 12,279 Soldiers for the Army Reserve against a goal of 12,259 (100.2%).

These key messages are provided to help Recruiting Command personnel respond to questions from the general public and the news media. For current key messages and additional talking points, go to the G7/9 Page on the USAREC Intranet Portal or call (502) 626-0167/0164. This product is also available online at [www.supportrecruiting.army.mil](http://www.supportrecruiting.army.mil).

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**U.S. Army Recruiting Command on Facebook**

U.S. Army Recruiting (USAREC) now has a Facebook page available to everyone at the below address. This is a great tool to keep up with news, resources, events and information about all things related to Army recruiting. Check it out, and become a fan at: [www.facebook.com/USAREC](http://www.facebook.com/USAREC).

A new law to become effective July 1 will invalidate all birth certificates issued before that date by the Puerto Rico Health Department, through its Vital Statistics Records Office. Until that date, all birth certificates will remain valid.

On July 1, the Vital Statistics Record Office will begin issuing new birth certificates incorporating state-of-the-art technology to limit the possibility of document forgery. As it currently stands anyone scheduled to ship on or after July 1, will have to have the new certificate. USAREC G3 is advising that all members of the DFP/DTP have a DD 372 submitted so their enlistment (ship) date is not affected. Reference USAREC Msg 10-108.

**AAC Public Affairs Guidance on Don't Ask/Don't Tell**

We do not address sexual orientation when recruiting Soldiers so we anticipate no impact on Army accessions at this time. Our goals remain unchanged, to recruit the best qualified to serve our Army. Current policy remains the same until the law is changes. While the commander in chief has made a renewed call to repeal the Department of Defense's 'Don't Ask, Don't Tell' policy, he has also stated that the military must not ignore the law that now governs that policy.

One of the seven Army values is respect and it is expected that all Soldiers treat each other with dignity and respect.

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## USAREC Commanding General's Enduring Priorities

### The command will succeed or fail as a Team.

None of us can do this alone. Teamwork is key to continued success.

### Quality of life

The quality of life of USAREC Soldiers, Civilians and Families is every bit as important as the annual recruiting mission. We take care of our people; they take care of the mission and our Team becomes stronger.

### Discipline with Army Values

As the Army's trusted ambassadors to the American public, recruiters must be disciplined and adhere to the Army Values and Warrior Ethos at all times.

### Communicate and enforce standards

Standards must be clearly communicated and enforced at every level of the command. Adherence to standards is the hallmark of a quality organization.

### Transformation

Pinnacle Implementation and the Human Resources Center of Excellence - Developing and integrating best practices in recruiting to move us forward into the future, constantly improving our organization and embracing transformation as a way of life.

## USAREC Vision Statement

"America's Army Starts Here"

An All-Volunteer Team Sustaining an All-Volunteer Army – A Mutually Supporting Relationship with Families & Communities Enabled by a Network of Shared Knowledge Using Leading Edge Technologies & Premier Recruiting Practices.

## Did You Know?

- In 2009, Soldiers held 50,927 associate degrees, 66,032 bachelors, 22,896 masters, and 1,129 doctorate degrees.
- An average of 335 degrees were awarded to Soldiers each month in 2009.

## Enlistment Benefits

### Active Army

- Enlistment bonuses totaling up to \$40,000 for an enlistment of 4 or more years
- Up to \$65,000 to repay qualifying student loans
- Up to \$4,500 a year in tuition assistance while serving

### Army Reserve

- Enlistment bonuses totaling up to \$20,000
- Mobilization stabilization while in college (ECS)
- Up to \$40,000 to repay qualifying student loans
- Up to \$4,500 a year in tuition assistance while serving

## 235th Army Birthday

The Army's 235th birthday will be celebrated on June 14, 2010. Department of the Army Public Affairs support materials for the 235th Army birthday can be found at: <http://www.army.mil/birthday/235>

## MAVNI Program (EXTENDED)

The Military Accessions Vital to the National Interest (MAVNI) program has been extended until 30 June 2010, however the number of MAVNI Soldiers we can enlist has not increased. The pilot program was implemented in FY09 as an avenue to broaden eligibility requirements to aid in meeting two critical personnel needs, language and medical skills.

## National Voter Registration Act

According to the National Voter Registration Act, Armed Forces recruiting stations will be locations where all U.S. citizens may obtain and fill out voter registration applications. Citizens may elect to take the application home to be filled out or accomplish the task in the RS. In addition, all prospects will be asked during the initial face-to-face interview if they are registered to vote. (Reference USAREC Msg 10-094.)